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Whether its High Tops, Dress Shoes, Work Shoes, Sport Shoes or Rubber Soled Tennis Shoes.

New Lot of Men's White Oxfords, Leather, Goodyear Welt, Fine "Buck" Uppers, Good Last, for \$4.95

Men's "CHUBS", The New Sponge Rubber Sole Sport Shoe, Either Tan or White, at \$2.95 and \$3.45

Men's and Boys' Scotties in Different Colors. Also a new Lot of "Gipsy" Outing Shoes for Men and Boys.
Men's and Boys' "KEDS" Canvas Shoes

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Men's Better Wear

For The Best In—
Beef, Pork, Lamb, Veal, Fish and Poultry,
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BONE MEAL
POULTRY FOUNTS
LAWN MOWERS—
HEDGE SHEARS

Strathmore Hardware

"The Store of Quality and Service"
M. A. REILINGER. PHONE 54

Pot Pourri

England Rushes Spring Plans for Civilian Defense. (Headline in the Times).

Oh, to be in England, Now that April's there! For whoever wakes in England Sees the flaccids in the square, And workmen planing the garden close With bomb-proof shelters instead of roses, White the gas-mask's tailored to suit the brow In England, now.

And after April, when May follows, How idle will train in the country hollows! Look—where we used to pluck the daffodil, They're laying out a burial safety station (Dig like a trench before the grassy hill), Designed for London's quick exodus.

Some evening when a siren, through the hush, Calls louder than the thrush, And where the hedgerows glister in the sun Now idly lurks the anti-aircraft gun Waiting to flower, when it gets its focus, With blossoms brighter far than any crocus.

"Mr Browning Revises" - 1939 by Phyllis McInlay.

Early Summer Travel

BARGAINS TO EASTERN CANADA

TICKETS ON SALE
MAY 16 TO 27
RETURN LIMIT 45 DAYS

CHOICE OF TRAVEL IN COACHES or in TOURIST or STANDARD SLEEPER at small extra fare and berth charge

STOPOVERS ALLOWED at Stations Winnipeg and East

TRAVEL BARGAINS FROM EAST TO WESTERN CANADA ALSO

For Full Information Ask Ticket Agent

CANADIAN PACIFIC

Special Bargain Fares

CALGARY
And Return 90 Cents
From Strathmore
Correspondingly Low Fares from Intermediate Stations
GOOD GOING
MAY 5-8
RETURN UNTIL
MAY 8th

Good in Coaches only. No baggage checked. For additional information and train schedule, contact Canadian Pacific Ticket Agent.

Canadian Pacific

ODDS AND ENDS

Since December Australia has exported a total of 27,490,000 bushels to non-European countries, mostly to China. It is believed that China will continue to import heavily for some time to come and that most of the Australian surplus of 54,000,000 bushels will be absorbed as a consequence.

The Canadian flour industry has been doing a pretty fair business during the current crop year. It is anticipated that exports of Canadian flour to Great Britain will show substantial gains this spring.

Willing Free Press—Immediate relief, and more of it, can be given the west at the present time by lowering the tariff and likewise the price level of things that people need, than in any other way. There can be no compromise with those who would maintain a fiscal policy that is business- and discouraging to all primary producers.

Belgium is taking substantial supplies of Canadian wheat and Greece some durum from Canada. It is hoped that Canadian exports will continue at a substantial volume during the spring and summer.

Many farmers living in the vicinity of Wembley, in the Peace River district, have agreed to donate an acre of wheat each to further the building of the Montanan highway. This road is being constructed as a community effort by people of the Peace River country, so anxious are they to obtain an outlet to the Pacific coast.

First Wheat Up

The first spring wheat to show green leaf above the soil was reported from Bow Island on April 26th. Much wheat acreage is being seeded daily to the south.

Dr. Brown Makes Important Medical Discovery

HE IS A GRADUATE OF THE UNIVERSITY OF ALBERTA

Toronto—Termed "sensational" by visiting scientists, the discovery, the oxalic acid will stop any kind of haemorrhage was announced to the convention of the Federation of American Societies for Experimental Biology by Arthur Steinberg and William J. Brown of Kensington Hospital.

The acid was seen as the greatest constant of haemoglobin. The Philadelphia scientists disclosed more than 500 human beings have had haemorrhages stopped and, in some cases their lives saved.

Dr. Brown is a Canadian veteran of the Great War, and a graduate of the University of Alberta. He joined Steinberg in the research work at Philadelphia a year ago.

Dr. Brown and his partner willingly injected oxalic acid into their own bodies to show it was not harmful in the approved amount of three milligrams.

These observers were willing to accept the acid as the best method yet found for stopping haemorrhages.

IT PAYS TO ADVERTISE BRING IT TO THE "STANDARD"



BEAUTY FOR YOU

The Secrets of Good Looks by Barbara Lynn

RETAIN A YOUTHFUL APPEARANCE

I wrote recently on how to take years off your looks, and here are a few more pointers to watch for, making it quite as important to a woman as a youthful appearance.

Neck and Chin—A double chin adds years and years to our age. Often it is caused by slumping, so keep your shoulders down, head high and chin in. Try vigorous slapping with the back of your hand, or a pad of cotton-wool soaked in astringent. Necks frequently give us away, so when creaming your face, extend the treatment to your neck. Use a bleach occasionally. You can make this bleach yourself. Pour a tablespoonful of milk of magnesia into a tumbler, and add a teaspoonful of lemon juice. Apply thickly over neck (and face), leave on for 30 minutes, then wash off with tepid water. Finally, rub with cold water.

Hands—To keep hands smooth and white, apply Italian balm often, and rub it well in. The hands are in water more than any other part of the body yet have fewer oil glands, so you must lubricate them more. Wash only in lukewarm water, and use palmolive soap to replace much needed oils.

Write for confidential beauty advice. Any of the following special leaflets may be obtained by sending a cent stamp for each one required. Face, Eyes, Hair, Hands, Feet, Superfluous Hair, Undereight, Bust, Slimming, Reducing in Spots. Please mention this paper and write direct to Barbara Lynn, P. O. Box 75, Station B, Montreal, Quebec.

DOROTHY LAMOUR

Overlooked by Charlie McCarthy's spectacular rise in Hollywood, Dorothy Lamour's climb to stardom has been none the less sensational. When she joined the big Sunday night show at its opening with Charlie, Edgar Bergen and Don Ameche, she was just beginning a picture. Now she ranks among the top box office draws.

— TRAIN SCHEDULE —

Strathmore—
Going West 9:08 p.m.
Going East 8:07 a.m.
Cardston—
Going West 6:39 a.m.
Going East 8:58 p.m.

Nightingale

Mrs. Art Klummet entertained the Women's Institute at her home on Friday, April 21st. The roll call was current events, an auction of plants and slips was the usual spring event. The hostess assisted by her daughter Mrs. Hansen served a delicious tea.

Baseball has become the chief sport here and it is gratifying to see the splendid support from local fans.

Mr. and Mrs. Harry Smith and daughter Hilda of Calgary were Sunday visitors at the Harriman home.

Valley Garden school as well as Serviceterry school were both defeated in ball games with Nightingale school. Art Parr kindly motored fans to the games.

Mrs. Holt of England is expected this week. She will visit with her father and brothers at the Mercer farm.

Mrs. Walker of Calgary is visiting with her daughter Mrs. Geo. Carlson.

Seeding is progressing rapidly with tractor, running eight shifts many farms. Several fields of fall rye are really green and the winds have not hit our district with as much damage as would appear.

Irricana

FINDLAY MORSE WINNER—A resident of the Irricana district for the past 20 years Findlay Morse, 61 years old in the Cranbrook Hospital on Monday evening. Mr. Morse was born in Tennessee 50 years ago. Surviving are his wife Mary and three daughters, Helen, Nettie and Lillian. Funeral services were conducted by Rev. L. M. McCune at the Jacques Funeral Home. Burial was at Burnside cemetery on Thursday, April 20 at 2:30 p.m.

A number of farmers in the district have inoculated their horses as a preventive of sleeping sickness. In some cases the serum seems to be very severe in its effects. M. J. Gilbert whose horses received, their first inoculation this week, informs us that he has lost the use of one of his best horses for the time being anyway.

USED TRACTORS

22-36 McCORMICK DEERING
15-30 McCORMICK DEERING
17-28 TWIN CITY
20-35 ALLIS CHALMERS
18-36 HART PARR
12-20 CASE

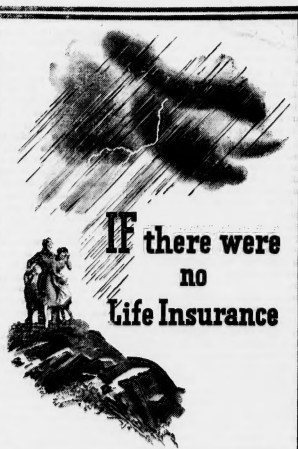
USED MACHINERY

33-Run Single Disc Massey Harris Drill.
24-Run Van Brunt Double Disc Drill
22-Run Van Brunt Single Disc Drill
20-Run Massey-Harris Single Disc Drill, with Fertilizer Attachment and Packer
10 SECTIONS LEVER HARROWS
6 SECTIONS DRAG HARROWS
3-BOTTOM HORSE PLOW
10 FOOT CULTIVATOR, With Forecarriage and Power Lift.

HUGHES

MOTORS

STRATHMORE, ALTA.



IF there were no Life Insurance

IF there were no life insurance, millions of Canadian citizens would dread the future. Many men would be powerless to protect their loved ones. Thousands more families would be "on edge".

Fortunately there is life insurance—and Canadian families can face the future unafraid. Through their savings in life insurance, men and women (1) guarantee financial security for their families; (2) provide funds for educating their children; (3) protect their own old age.

Each and every working day, policyholders and their beneficiaries in Canada receive more than Five Hundred Thousand Dollars from their life insurance savings.

Life Insurance

GUARDIAN OF CANADIAN HOMES

Honoring Miss Elsie Kiergaard whose marriage will take place shortly Miss Shaver entertained at her home on Tuesday afternoon. The guest of honor was presented with a large and useful collection of gifts. Fifty guests guests were invited.

FRESH AND SMOKED MEATS
 Beef - Pork - Veal - Mutton
FRESH FISH EVERY WEEK
TEDDY'S TRIPE AND PORK PIES
 Fresh Every Thursday
GEORGE SNAITH
 PHONE 43 STRATHMORE

— COAL — — COAL —
STANDARD COAL, delivered, ton \$4.25
CONSUMER'S COAL, delivered, ton \$4.25
 PROMPT SERVICE GIVEN
JOHN KEELING— Phone 72, Strathmore

1937 CHEV. SEDAN—Low Mileage
 1937 FORD SEDAN
 1938 PLYMOUTH COACH
 1937 TERRAPLANE COACH
 1934 FORD COUPE
 1930 NASH 6 SEDAN
 1931 FORD COUPE
 1933 CHEV. Panel Light Delivery
 1937 CHEV. LIGHT DELIVERY
 Massey Harris 1934 TILLER, with Box
 14 FOOT BISSEL DISC
 10 FOOT CULTIVATOR, good shape.
SECOND HAND Cream SEPARATOR
SEE US ABOUT THE PARAMOUNT
ELECTRIC FENCE

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JOHN DEERE Phone 12 DE LAVAL
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 OUTSIDE CANADA \$2.50 PER YEAR
 ALL SUBSCRIPTIONS PAYABLE IN ADVANCE
 Member of the Canadian Weekly Newspaper Association.

DAILY QUOTATION

It comes never late who comes recent
 —JUAN DE HOROZCO.

A UNITED CANADA

HISTORY AND ART COMBINED IN
 A VERY CLEVER SERIES OF
 ADVERTISEMENTS

Cockfield Brown & Co. of Montreal have compiled for their clients a "Canada Automotive Industries," an exceptionally interesting series of art advertisements, which will be run at intervals of from five to six weeks.

The series represents in turn each Province in the Dominion, a map of the Province is given with a complete list of the products and industries thereof.

The benefit of the United of Canada is stressed throughout the series, the strength of a loyal and united Dominion is forcibly written.

In addition a story of the founding of each Province is given with complete lists of the products and industries thereof.

For instance in illustrating Prince Edward Island the historian describes it in these words: "This lovely island, once called by the Indians, 'Unshored in the Wave', etc. etc."

You would be well repaid by cutting them in your scrap book. One will appear in next week's paper. The first "Alberta" ran in our issue of March 30th.

ARBOR DAY IN STRATHMORE

The Town celebrated Arbor Day by starting on a further campaign Tree planting.
 Adding trees not on the south side of Third Street to the corner opposite Sacred Heart Church will with those already growing on the opposite side create an avenue that will give a very pleasing approach to the town for people driving in from the West.
 Strathmore is particularly fortunate in its plentiful shade trees, which are the comment of many visitors. Later on its beautiful grounds will be a continuous joy throughout the summer.

THE WORLD OF WHEAT

By H. G. L. Strange
 Director—The Crop Testing Plant

Scientific experiments made at the Dominion Experimental Farm at Swift Current, at the University of Saskatchewan, and other institutions, indicate beyond question that the loss of crop, and not of grain, by weeds is enormous. It is generally considered, I believe, that weeds alone steal approximately 25 per cent of the moisture that is finally deposited in the soil, and is made available for plant growth.

This all means that, on the average, the farmer loses 25 per cent of his yield per acre, hence of his income, because of the weeds in his field. It is quite obvious, therefore, that any effort made by the farmer to keep down weeds will repay him handsomely for his toil.

Great surpluses of wheat for the time being abound in the world, and the price per bushel in consequence is low. This, therefore, is a good year for farmers to refrain from seeding fields this spring that are very weedy, and instead of seeding, to summerfallow them, or even to give them, if necessary, a double summerfallow.

This practice will kill vast quantities of weeds, and so because of less weed plants, and because of the extra moisture saved up by the summerfallow, a good crop next year would be assured.

SEA LION GLOVES MAY BE NEW B. C. PRODUCT

Sea lions have their uses after all. They're a nuisance, and worse, in some of the fishing areas off British Columbia but skins from a number of them that were captured last summer have now been turned into leather gloves of apparently quite good quality. Whether or not the manufacture of gloves and other leather goods from lion pelts would be commercially feasible remains to be definitely determined as the production so far has been entirely experimental and such questions as the cost of production and the durability of the leather have not been gone into with care. Salmon fishermen particularly, however, would hail with satisfaction any development which would have the effect of lessening the number of sea lions preying on the salmon runs and causing destruction, even though by fishing gear.

Christian Science

"Adam and Pallas Mar" is the subject of the Lesson-Sermon at all Christian Science Churches on Sunday. The Golden Text is I Corinthians 15: 22, the text of the Scriptural citation is "For yet a little while, and the wicked shall not be, yet thou shalt diligently consider his place, and it shall not be, but the meek shall inherit the earth, and shall delight themselves in the abundance of peace" (Psalms 27, 10, 11). One of the correlative passages from "Science and Health with Key to the Scriptures" by Mary Baker Eddy, is "The real man being linked by Science to his Maker, mortals need only turn from sin and low sight of mortal selfishness to find Christ, the real man, and his relation to God, and to recognize the divine kingdom—Christ presents the indestructible man, when Spirit, creature, constituent, and governs".

RADIO OPINIONS

AND NEWS—FRANK B. FREEMAN
 PUBLICITY DEPARTMENT—CFAC

ROYAL VISIT TO BE BROADCAST TO WORLD—CFAC ANNOUNCES TO JOIN PARTY

Pat Freeman, CFAC director of production and relations, Canadian announcer will be a member of the broadcasting party to tour Canada for the purpose of actuality commentaries on the activities in connection with the Visits of Their Majesties.
 Preparations Near Completion—Plans for broadcasting the visit of Their Majesties King George VI and Queen Elizabeth, from May 15th to June 15th, are nearing completion. Actually the broadcasts will begin on May 15th with a description of the departure of the Royal Party from Victoria, British Columbia, and will be from Quebec, Monday, May 15th. Succeeding broadcasts will come from other cities across the Dominion. Some fifty engineers and announcers are assigned to the task of carrying out duties in this connection.
 The arrangement that will be used is known as "tear-tracing." While one group is broadcasting in one city, the other group of engineers and announcers will travel to the next originating point to make preparations. All equipment will be duplicated to guard against any possible failure.

CFAC Announces To Take Part—Pat Freeman, of CFAC will join one of these parties, and will be heard on different broadcasts throughout the whole tour. It so happens that Mr. Freeman's "home town" is Strathmore—the point of embarkation of the Royal Party. He was born in Strathmore, and received his education in England. Until June of last year, when he assumed the duties of director of programs, Mr. Freeman was also announcer at CFAC, during which time this last appointment took his imposing list of broadcasts, including "Night" he made many notable broadcasts. "Shift" programs, Stampede commentaries, and many others.

Complete Coverage—From the CBC national network, the Royal visit broadcasts will be relayed to networks of the National Broadcasting Company, the Columbia Broadcasting System and the Mutual Broadcasting System, and to the British Broadcasting Corporation in England, where it will be rebroadcast by short-wave beam to all parts of the British Empire.
 Arrival At Quebec—A spectacular demonstration has been arranged for Monday, May 15th, when the Empress of Australia arrives at the city of Quebec. The Royal entourage will head a huge parade to the Government Buildings.
 KING AND QUEEN TO SPEAK—Later King George will deliver a speech at a formal luncheon at the Chateau Frontenac, which will be heard over CFAC. From Quebec the royal party will proceed to Montreal and then on to Ottawa, where the King is scheduled to speak Thursday, May 18th at the ceremonies of the unveiling of a war memorial in the Plaza. Queen Elizabeth will make what will probably be her only public address at Ottawa Friday, May 19th at the laying of the cornerstone of the new Supreme Court building.
 Tour history will be made in Toronto, Monday, May 22nd, when the King is expected to give a short speech at the running of the "King's Plate" in Woodbine Park. It will be the first time a British Monarch has presented, in person, the trophy to the Owner of the winning horse.
 On "British Empire Day," Wednesday, May 24, a one hour broadcast will be aired from Winnipeg, when the King will acknowledge messages from over the Empire.
 His fourth formal address will be from the Empress Hotel, Victoria, B. C. May 30, when His Majesty will address the dinner at the Government of British Columbia luncheon.
 Watch For Dates And Times—From time to time we will give further details of activities and suitability. Broadcast times. We suggest that you watch this column and the time schedule so as not to miss any of the great events. CFAC will carry all broadcasts in this connection.

warm weather specials

Don't slave over a hot stove this warm weather. Use these quick & refreshing desserts.
 JELL-O - 3 packages 20c
 Jell-O, Butterscotch, Vanilla and Chocolate Puddings - 3 for 25c
 Jell-O Vanilla, Lemon, Chocolate, Maple, Strawberry and Unflavored Ice Cream Powders— 63c
 Jell-O Maple Walnut, Chocolate, Vanilla and Orange Pineapple Ice Cream Mix, tin 12c

Monk & Glass Custard Powders—Vanilla, Standard, Lemon and Almond Flavors Per Tin 30c
HOT OR COLD BEVERAGES—
 Large tins Vi-Tone 48c
 Small tins Vi-Tone 25c
 Tins Ovaltine 59c
 Cocoamalt, per tin 63c
 Large Tins Postum 55c
 Small Tins Postum 41c
 1 lb Tin Toddy, with 1 1/2 lb Tin, all for 30c

Fresh Lettuce, Celery, Tomatoes, Rhubarb, Potatoes, Cabbage, Carrots and New Potatoes.

TEA & COFFEE

Nash's JUBILEE
 TODAY'S BEST TEA VALUE
TEA
 55¢
 NASH'S COFFEE

BIG SPECIAL GARDEN SEED OFFER

30c Value for 10c
 with purchase of NASH'S COFFEE
 NASH'S COFFEE
 TAKE IN FOR PAMPHLET

STRATHMORE TRADING COMPANY

A. D. SHREMPTON, MGR.
 STRATHMORE ALBERTA



GRASSHOPPERS

Farmers in municipalities within the grasshopper infested areas are required to comply with the Provincial Agricultural Pests Act in control of grasshoppers.
 Communities or municipalities wishing to hold public meetings or wishing information, communicate with the Field Crops Branch of the Provincial Department of Agriculture.

Department of Agriculture

MON. D. N. MULLINS, Minister. J. S. SWENNEY, Deputy Minister.

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APPETIZING HOME COOKED MEALS

HOTEL York
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HOTEL ST. REGIS
 RATES \$1 and \$1.50—WEEKLY AND MONTHLY RATES



Illustrated—Chevrolet Motor Car Last Sedan with trunk

YOU'll get the thrill of your life out of this traveller! You'll know you're riding the winner the instant you feel the surging power of its Valve-in-Head Engine! And you'll have conclusive proof of this fact when you watch Chevrolet take the lead in moving traffic!

It's the fastest-accelerating car in its price range—much nimbler than other low-priced cars! It's the most powerful hill-climber, too—much better on the grades than any other car of its price! It's the liveliest of all low-priced cars—first in acceleration, first in hill-climbing, first in all-around performance with economy—and it is also first in sales!

Be a "leader" this summer. Know the thrill of being out in front in getway and on the hills. Own the car combining "all that's best at lowest cost"—the safe car, the spirited car, the sales-leading car—the new 1939 Chevrolet!

Low monthly payments on the General Motors Installment Plan.

The only low-priced car combining
"ALL THAT'S BEST AT LOWEST COST!"

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W. J. WEYERS—STRATHMORE

I. V. REISH—ROCKYFORD

BUY FROM A BUSINESS LEADER... YOUR CHEVROLET DEALER

COAL FROM CONSUMER'S MINE

Delivered per Ton at \$4.25

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